



WFWS

ORDER

Print Date 10/10/12 Page 1 of 2

Flight Dates 10/26/12-11/06/12

<u>Contract / Revision</u>	<u>314340</u>	<u>/</u>	<u>Product</u>	<u>Estimate #</u>	3348	
<u>Original Date / Revision</u>	<u>Agency Com</u>	<u>15%</u>	<u>Billing Type</u>	<u>Cash</u>		
10/10/12	10/10/12	<u>Billing Contact</u>	<u>Order Type</u>	<u>GENERAL</u>		
<u>Advertiser</u>	Congressional Leadership F		<u>Billing Cycle</u>	<u>EOM/EOC</u>		
	815 Slaters Lane		<u>Billing Calendar</u>	<u>BROADCAST</u>		
	Alexandria, VA 22314		<u>Demographic</u>	<u>A35-64</u>		
<u>Agency</u>	American Media and Advocacy		<u>Rev Codes</u>	<u>POL</u>	<u>POL</u>	<u>ISS</u>
<u>Buying Contact</u>		<u>Sales Office</u>	<u>EWSDC</u>	<u>Product Codes</u>	<u>PL</u>	
815 Slaters Lane		<u>Sales Region</u>	<u>NAT</u>	<u>Priority</u>	<u>P-1</u>	
Alexandria, VA 22314			<u>Agency Ref</u>	<u>Advertiser Ref</u>		

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share %	Market Value	
Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$11,135.00	\$13,100.00	0.00	10/01/12	10/28/12	6	\$11,135.00	\$13,100.00
November 2012	27	\$56,185.00	\$66,100.00	0.00	10/29/12	11/05/12	27	\$56,185.00	\$66,100.00
Totals	33	\$67,320.00	\$79,200.00	0.00					

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	6	\$11,135.00	\$13,100.00	0.00	10/01/12	10/28/12	6	\$11,135.00	\$13,100.00
November 2012	27	\$56,185.00	\$66,100.00	0.00	10/29/12	11/05/12	27	\$56,185.00	\$66,100.00
Totals	33	\$67,320.00	\$79,200.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Totals
													Amount		
N 1	WEWS	10/26/12	11/01/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	22222- -	:30	10	\$2,000.00	P-1	0.00	NM	10	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>							
		Week: 10/26/12	11/01/12	22222- -		10	\$2,000.00	0.00							
N 2	WEWS	11/02/12	11/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	2- - - 2- -	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00



WEWS

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Contract / Revision 314340 Flight Dates 10/26/12-11/06/12 Hiatus DatesOriginal Date / Revision 10/10/12/ 10/10/12 Order Sep 00:20:00Advertiser Congressional Leadership Product Congressional Leadership I Estimate # 3348

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
N 2	WEWS	11/02/12	11/05/12	M-F 3-4P Katie M-F 3-4p Katie	CM	3-4p	2---2--	:30	4	\$2,000.00	P-1	0.00	NM	4	\$8,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 11/02/12 11/08/12 2---2-- 4 \$2,000.00 0.00															
N 3	WEWS	10/26/12	11/06/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----1	:30	1	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -----1 1 \$2,800.00 0.00															
Week: 11/02/12 11/08/12 -----1 1 \$2,800.00 0.00															
N 4	WEWS	10/29/12	11/05/12	M-F 7-730p 7-730p The List	CM	7-730p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	6	\$18,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 1111--- 4 \$3,000.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$3,000.00 0.00															
N 5	WEWS	10/26/12	11/05/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	11111--	:30	5	\$3,000.00	P-1	0.00	NM	7	\$21,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 11111-- 5 \$3,000.00 0.00															
Week: 11/02/12 11/08/12 1---1-- 2 \$3,000.00 0.00															
N 6	WEWS	10/26/12	11/06/12	LN after Sports LN after Sports	CM	11p-130x	-----S-	:30	1	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -----S- 1 \$2,500.00 0.00															
Week: 11/02/12 11/08/12 -----S- 1 \$2,500.00 0.00															
N 7	WEWS	10/26/12	11/06/12	SA 12a-1a CSI Miami La@M SA CSI Miami Late	CM	12a-1a	-----S-	:30	1	\$800.00	P-1	0.00	NM	2	\$1,600.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 10/26/12 11/01/12 -----S- 1 \$800.00 0.00															
Week: 11/02/12 11/08/12 -----S- 1 \$800.00 0.00															
														Totals	33 \$79,200.00